

Executive Profile

● Strategic Marketing Director

- Accomplished marketing and PR professional with 25+ years of experience in strategic planning, social media strategy, graphic design, event planning, and copywriting.
- Proven success in developing impactful campaigns, fostering media relations, and creating compelling content to elevate brand visibility and drive growth.
- Skilled in organizing diverse events and leveraging social media to engage target audiences.

Professional Experience

Omaha Performing Arts | Omaha, NE | Aug 2024 to Present

● Marketing Manager - Education, Engagement & Events

- Lead integrated marketing strategies and promotional plans for all education and community engagement programs, ensuring campaigns launch on time and within budget while supporting attendance and enrollment goals.
- Use audience insights and performance data to inform campaign strategy, measure effectiveness, and refine messaging to better align with program objectives.
- Develop and execute advertising plans and grassroots activations that expand public awareness, strengthen community partnerships, and drive participation.
- Translate institutional priorities into clear marketing briefs and coordinated campaigns that reinforce brand consistency across events and program touchpoints.
- Facilitate weekly cross-departmental coordination with internal teams, media partners, and vendors to manage timelines, align stakeholders, and ensure successful execution.

Omaha Theater Company dba The Rose Theater | Omaha, NE | Aug 2013 to August 2024

● Director of Marketing & Public Relations

- Marketing director with a proven track record of driving substantial growth for a premier regional youth-focused theater.
- Increased membership sales by 30% and consistently sold out summer camp programs through strategic marketing initiatives.
- Optimized a \$250,000 budget, boosting ticket sales and brand visibility via impactful digital, print, radio, and TV advertising campaigns.
- Successfully elevated brand presence through public relations, fund development, and social media management.
- Led a six-person marketing team, effectively executing communication tactics to maximize community impact and achieve organizational goals.

Girl Scouts Great Plains Council | Omaha, NE | Feb 2004 to Nov 2006

● Director of Marketing & Communications

- Marketing leader with a proven track record of achieving substantial growth for a prominent non-profit youth-serving organization.
- Achieved a 145% increase in media exposure and enhanced community engagement through comprehensive marketing strategies.
- Successfully spearheaded a high-impact marketing campaign for the cookie sales program, resulting in record-breaking sales and revenue growth.
- Skilled in leading teams to achieve departmental objectives and contribute to overall organizational success.

Voices for Children in Nebraska | Omaha, NE | March 2002 to Aug 2003

● Communications Coordinator

- Led project management for marketing activities, driving results and maximizing impact by aligning initiatives with organizational goals.
- Enhanced press relations through media interviews, press releases, feature story proposals, op-eds, and press conferences, increasing visibility and engagement.
- Coordinated high-profile events, fostering meaningful engagement and community building, while maintaining an effective online presence through website management and stakeholder communication.
- Cultivated a culture of excellence, collaboration, and professional growth by mentoring interns and volunteers.

Relevant Volunteer Experience

● Nebraska Grand Guardian | Job's Daughters International

- Elected as executive officer for a prominent youth organization's state board, successfully reversing a long-term decline in participation through a comprehensive recruitment campaign that drove net growth.
- Organized and executed engaging events, conferences, workshops, and trainings for a statewide membership base, promoting active engagement and fostering a sense of community.
- Pioneered an innovative digital marketing campaign, leveraging geofencing, streaming ads, and targeted display to amplify reach and resonance across the state.
- Served as an international officer and committee chair, coordinating a performing arts competition that cultivated talent and fostered personal growth among teen participants.
- Mentored youth members in developing essential skills, including presentations, parliamentary procedure, press relations and public speaking, empowering their personal and professional development.
- Provided strategic guidance to adult leaders on critical topics such as strategic planning, EDIA, communications, leadership training, and fund development, contributing to organizational resilience and long-term success.

● Board Member & Fan Fest Chair | United States Figure Skating National Championships

- Chaired the FanFest committee for a national week-long sporting event, overseeing the organization of vendors, live presentations, skating exhibitions, and celebrity skater appearances to create an engaging and memorable experience.
- Coordinated programming for the event's main stage and exhibition skating rink, maximizing audience engagement throughout the event.
- Collaborated with local media outlets on feature stories, successfully promoting FanFest activities and increasing public awareness and attendance.

Education

Ashford University (Now University of Arizona Global Campus)

● Bachelor of Arts – Marketing & Public Relations

- GPA: 4.0 • Graduated with Honors • Summa Cum Laude

Hastings College

● Communications Arts Major – Emphasis in Advertising & Public Relations

CONTINUING EDUCATION CERTIFICATES

● Google Digital Marketing & E-commerce Professional Certificate

Hubspot Academy: Content Marketing Certificate

Certificate in Nonprofit Leadership. Creighton University

Certificate in Nonprofit Management. Iowa State University

Tools

- WordPress | Bulk email platforms | Microsoft 365 | Adobe Creative Suite | Tessitura
Portfolio available at www.koriradloff.com

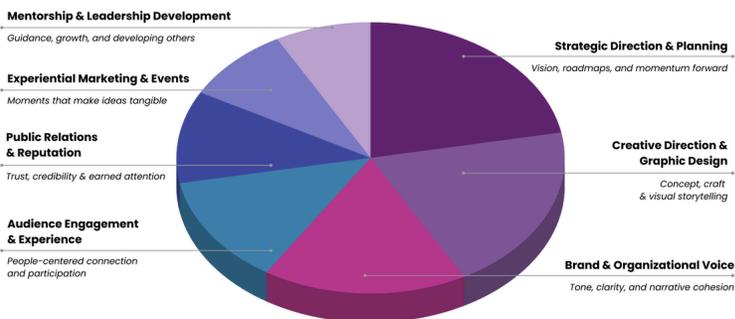
Portfolio

- Available at www.koriradloff.com

Career at a Glance

Strategic marketing and communications leader with experience spanning corporate marketing and nonprofit public relations. Known for guiding strategic communication planning, shaping organizational voice, and leading creative direction across marketing, advertising, public relations, and graphic design.

A clear and persuasive communicator with a track record of engaging audiences and supporting organizational goals through integrated messaging. Experienced in leading cross-functional teams, developing marketing strategies, producing press materials, planning events, and designing cohesive collateral for education and performing arts organizations.



How It Fits Together

As Director of Marketing and Public Relations at Omaha's Rose Theater, I led strategic planning, brand development, and creative direction across all marketing channels. My work centered on clarifying organizational voice, strengthening audience connection, and guiding marketing efforts from concept through execution.

Awards & Honors



American Graphic Design Association

National In-House
Graphic Design Award



American Marketing Association

5 Pinnacle Awards
Multiple Platinum & Bronze Awards



Omaha Press Club Awards

2nd Place Media Kit
Honorable Mention Brochures



Public Relations Society (PRSA) Paper Anvil Awards

Award of Excellence
3 Awards of Merit



Multi-Ad Services Awards

2nd Place Sponsored Promotion



North Carolina Press Association

Best in Show & 1st Place Advertising Campaign
2nd Place Niche Publication
3rd Place Use of Full Color & Shared Page

Core Competencies



Marketing Strategy



Strategic Planning



Brand Management



Public Relations



Graphic Design



Copywriting



Event Planning



Website Management



Social Media



Digital Advertising

Software Expertise



Adobe InDesign



Adobe PhotoShop



Adobe Illustrator



Adobe Audition



WordPress



Canva



Microsoft 365



Wondershare Filmora